

INFORMATION LETTER

Not for
Publication

NATIONAL CANNERS ASSOCIATION

For Members
Only

No. 1620

Washington, D. C.

February 2, 1957

Members Assured of Seats at N.C.A. Annual Meeting

N.C.A. members listed for attendance at the 1957 Convention in Chicago will receive next week a special pocket identification card that will admit them to special seats at the Opening General Session, Saturday, February 16.

Indications are that attendance at this meeting, to be held in the Williford Room of the Conrad Hilton Hotel, will be very large. This is the Annual Meeting at which N.C.A. officers and members of the Board are elected and resolutions and policy statements adopted. In addition, the meeting will be addressed by two outstanding speakers, J. Roger Deas of American Can Company and Howard Pyle, Deputy Assistant to President Eisenhower.

In order to assure that members are represented and are able to be seated where their voting privileges may be exercised, a special section of seats will be reserved until 10 o'clock when the Convention is formally opened. The pocket identification cards will admit members to the reserved section.

Pocket identification cards were mailed yesterday to each individual in a member firm for whom N.C.A. has made reservations.

Canned Foods To Be Publicized On Convention Hotel Menus

Artwork and copy for a kit of promotional materials to be used in the public eating rooms of the Convention hotels is being furnished by the N.C.A. under its Consumer and Trade Relations Program. The material consists of table tents, menu stickers, menu clip-ons, and copy lines for use on the menu, and is being furnished in bulk to each hotel.

The table tents contain the N.C.A. 50th Anniversary symbol and a salute worded as follows:

"We salute the National Canners Association on 50 years of leadership in developing canned foods for mod-

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Deadline Here for Making Reservations To Attend Golden Anniversary Banquet at N.C.A. Convention

Members of the N.C.A. wishing to be recorded in the souvenir program of the Golden Anniversary Banquet as attending that event must send in their reservations immediately by wire.

The Golden Anniversary Banquet, preceded by a reception, will be held in the Grand Ballroom of the Palmer House, Chicago, Sunday evening, February 17. As previously announced, John F. McGovern, 1949 President of N.C.A., will be master of ceremonies, a special souvenir will be given those in attendance, and entertainment will be presented by Jack Morton Productions. Formal attire is not required.

The program for the Banquet, listing all those for whom reservations have been received, will go to press this week. Reservations will be accepted until the time of the Banquet, or until all seats are sold, but members and others wishing to be listed in the printed list must make reservations immediately and send names in by wire.

Machinery and supply people and brokers also may obtain tickets by writing or wiring to N.C.A. headquarters until February 8 or at the N.C.A. Information Booth at the Conrad Hilton Hotel, prior to Sunday evening. Tickets are \$17.50 each. Orders should be accompanied by lists of those who will attend.

Earl Butz of USDA Featured in Raw Products Convention Session on Future Prospects for Agricultural Research

The close interrelation of agriculture and canning is the highlight of the Third General Session of the N.C.A.'s Golden Anniversary Convention, scheduled for 10 a.m., Monday, February 18, in the Williford Room of the Conrad Hilton Hotel, Chicago.

President William U. Hudson of N.C.A. will open the meeting and the presiding officer will be P. K. Shoemaker, Chairman of the N.C.A. Raw Products Committee.

Guest speakers will be Earl L. Butz, Assistant Secretary of Agriculture, and Fred Hatch, president of the National Agricultural Chemicals Association.

Under the title "The Agricultural Revolution," Mr. Butz will honor the 50th anniversary of N.C.A. by discussion of the evolution in agriculture, with stress on the partnership and interdependence that has developed between canners and the grow-

ers of their crops as a distinctive characteristic of canning industry development. He will recognize the theme of the Anniversary Convention, "Look to the Future," in the portion of his speech devoted to a discussion of future procurement of agricultural products used for processing.

Mr. Butz is widely known and active in economic fields that bear on agricultural credit, finance and farm management. He has been a research economist for the Brookings Institute in Washington, on the Research Staff of the National Bureau of Economic Research, and a lecturer on these sub-

jects at the University of Wisconsin and Rutgers University.

Earlier he was research economist on the staff of the Federal Land Bank, Louisville, Ky., and for 10 years an instructor in agricultural economics at Purdue University, becoming head of that University's Department of Agricultural Economics in 1947. After eight years in that post, during which he displayed outstanding leadership in agriculture and farm economics, he became Assistant Secretary of Agriculture in charge of marketing and foreign agriculture in 1954. He also is on the board of directors of the Commodity Credit Corporation.

The second speaker, Mr. Hatch, will discuss the value of research from the standpoint of keeping abreast of developments, keeping up with competitors, and planning for future expansion. He will use the agricultural chemicals industry as an illustration of what has been accomplished through past research, and will indicate prospects for the future. It is

Family Circle Salutes N.C.A. 50th Anniversary

The February edition of *Family Circle* magazine salutes the canning industry and the 50th anniversary of the N.C.A. with a special 10-page food editorial featuring 23 canned foods.

Canned foods are used 31 times in the article, entitled "February is the Month for New Food Ideas." Canned corn is used in four of the recipes.

Family Circle is sold in 16 major retail food chain organizations from coast to coast and in Canada, with a total circulation of more than 4 million. The magazine feature is to be supported by 26,000 display kits, 1,400 newspaper ad mats, 65 sets of color slides and TV scripts, brochures, and advance news bulletins to the food trades.

Chains distributing *Family Circle* include Safeway, Kroger, American Stores, First National, Winn Dixie, Jewel, Grand Union, Dominion, Bohack, Red Owl, Weingarten, Butt, Winn Dixie Hill, Furr's and Furr Food Stores. These organizations account for an estimated 40 percent of all food chain volume.

Reprints of the *Family Circle* food feature for February will be mailed to N.C.A. members.

Plans include research in selected test supermarkets to measure the effectiveness of the promotion.

expected he will urge canning industry management to do an even more comprehensive job of research in their various agricultural fields.

Besides his leadership of the N.A.C.A., Mr. Hatch has an outstanding reputation as manager of the Agricultural Chemicals Division of Shell Chemical Corporation, where he has been especially active in the promotion of soil fumigants. He was a pioneer with this company in the use of petroleum oils for spraying citrus orchards in the San Francisco area. In 1944 he was chairman of the committee that planned and staffed Shell's experimental farms and laboratories at Modesto, Calif. Always aware of the importance of research, he has been back of development of new products aimed for use in future years.

As the trend turned toward organic chemicals as finished products, chemicals were moved out of the petroleum company, and agricultural chemicals, along with Mr. Hatch, became part of Shell Chemical Corporation in 1949. He was first manager of agricultural chemicals sales from 1949 to 1952, and since then has been manager of the Agricultural Chemicals Division.

Convention Hotel Menus

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ern living." In big type they also carry the statement, "We proudly present a menu featuring America's fine quality canned foods."

The menu sticker carries the language of the salute and the Anniversary symbol. The menu clip-ons carry the language, "Featuring fine quality canned foods."

Hotel managers also are receiving the following suggestions for their use and display of these messages and materials during the Convention:

"Where menu items are listed either a la carte or as a part of the basic dinner menu—merely add the word canned to the other descriptive adjectives."

"Carry a line at the top or bottom of the menu similar to one of the following:

"(Name of room or hotel) proudly serves America's fine canned foods."

"(Name of room or hotel) serves only the finest . . . America's quality canned foods."

Pattern of Food Transportation Changes as Shipping Costs Rise

Transportation costs accounted for less than 6 cents of every retail food dollar in 1945 but this share of the consumer's food bill had risen to 8 cents in 1955, according to a report by the Agricultural Marketing Service of USDA.

This over-all increase amounted to 45 percent. During the same period, transportation costs as a proportion of total marketing charges went up 23 percent. These increases are shown, for all foods, in the following table:

	1945 (cents)	1950 (cents)	1955 (cents)
Transportation portion of the retail food dollar . . .	5.5	6.9	8.0
Transportation portion of the marketing dollar . . .	10.7	12.7	13.2

The USDA report shows that the hauler receives a smaller share of the retail price of processed foods than of fresh products. Actually, the rates for moving processed foods are higher than rates for moving the same products as they come from the farm. But added processing produces a bigger percentage rise in the processing bill than in the transportation bill. The report says:

"The amount of processing which goes into converting a product from its original form to the final salable commodity also influences the share of the price spent on transportation. As more processing is introduced between the foodstuff which leaves the farm and the final product sold in the retail store, less and less of the retail dollar is absorbed by transportation. This does not mean that the actual transportation rates go down. In fact, rates for moving processed foods are usually higher than for the same products as they come from the farm. What we have here is two kinds of increased charges resulting from added processing: the increase in the charges for the processing itself and the increase in the charges for transportation. Added processing causes a bigger percentage rise in the processing bill than it does in the transportation bill.

"Because the housewife is buying service along with food—the service of preparing it—she may be spending more dollars for what she buys to feed her family. But the net effect is to reduce the transportation portion of each dollar she does spend on food."

In November of 1955, USDA reported, transportation charges absorbed 16.2 cents of each retail dollar paid for fresh Florida oranges in New York City, 12.3 cents of each retail dollar paid for canned single-

strength orange juice, and only 5.1 cents of each retail dollar paid for frozen orange juice concentrate.

FACTORS IN HIGHER TRANSPORTATION COSTS

The food transportation bill is up, USDA said, because of higher transportation charges and greater distances that many fresh fruits and vegetables are being hauled to market.

Railroads have been authorized to raise their general rates 89 percent during the 10 years from 1945 to 1955, and truck rates subject to ICC control also are known to have risen during that period. As the result of hold-downs, USDA said, the average increase in rail rates on agricultural products was about 71 percent.

With the increasing speed of truck and rail transportation and the improvement of refrigeration techniques, fresh produce is being hauled greater distances to market. The growth in population in several metropolitan areas also is a factor leading to longer hauls. The USDA reports average hauls of fresh fruits and vegetables to New York City, Chicago, and Los Angeles, for example, about a third longer than in 1941. Generally, USDA said, the hauler's share of the food bill goes up with distance.

MORE VOLUME SHIPPED BY TRUCK

The share of farm food products hauled by truck has increased significantly in recent years, USDA said. Trucks were important before World War II in hauling a large proportion of the traffic moving short distances, and they now have become important in long-distance hauling. The report

cites examples of shifts from rail to truck for several farm-to-market shipments from 1941 to 1955. The report also cites a number of reasons for the greater use of trucks.

A copy of the report, *Food Transportation and What It Costs Us* (Miscellaneous Publication No. 738) may be obtained from the Office of Information, U. S. Department of Agriculture, Washington 25, D. C.

1956 Pack of Green Beans

REVISED REPORT

The 1956 pack of canned green beans totaled 22,391,658 actual cases, according to a revised report by the N.C.A. Division of Statistics. The 1955 pack of green beans totaled 22,203,743 cases.

The total 1956 pack of canned green and wax beans is revised to 25,748,839 actual cases, compared with 24,934,219 cases in 1955.

The error occurred in the reports from Michigan. The revised total of green beans in Michigan is 786,956 actual cases.

1956 Pack of Catsup

REVISED REPORT

The 1956 pack of catsup totaled 30,301,196 actual cases, according to a revised report issued by the N.C.A. Division of Statistics.

Container size	1955 (actual cases)	1956 (actual cases)
Glass:		
24/12 oz.	1,376,324	2,528,861
24/14 oz.	17,902,489	22,793,716
No. 10 tin	3,034,403	4,521,418
Misc. tin and glass	634,267	487,201
U. S. Total	22,947,483	30,301,196

Special Overtime Pay Policy for Holiday Weeks Revoked

The U. S. Department of Labor has revoked the special overtime pay policy for holiday weeks which had been intended to allow for longer weekend holidays.

The new policy with respect to enforcement of the Fair Labor Standards Act and the Walsh-Healey Public Contracts Act was announced November 14, 1956 (see INFORMATION LETTER of Nov. 17, page 351) but was revoked January 14. The Labor Department announcement said:

"The enforcement policy provided that the Wage and Hour and Public Contracts Divisions would raise no question of failure to comply with the overtime provisions of the Acts if the employers and their employees agreed under specific conditions to make the day before or after a holiday a non-workday in exchange for a sixth day of work in the previous or succeeding week without overtime pay for that day. The policy has been reviewed in the light of country-wide experience with it over the Christmas and New Year's holidays and of the comments of interested employer and employee groups. The evidence clearly demands that the enforcement policy be revoked and it will not be applied to future holidays."

USDA Poultry Research Urged

Research on poultry diseases, studies on quality and nutritive value of poultry and eggs, and work to improve marketing and increase use of poultry products were urged by the USDA Poultry Research and Marketing Advisory Committee at its annual meeting in Washington, D. C., January 15-18.

Among top priority research needs considered by the committee in the field of utilization research were proposals to increase basic research on human nutrition, including nutritional values of poultry products, with special emphasis on the role of fats in human nutrition; and to expand research on the basic composition of poultry, so as to help solve certain processing and preservation problems.

The committee elected Richard Hanson of J. A. Hanson & Son, Corvallis, Ore., its new chairman, and elected Dr. Howard J. Houk, assistant manager of the economics research department, Armour & Co., Chicago, its new vice chairman.

Stocks of Canned Foods on Jan. 1 and Season Shipments

Reports on canners' stocks and shipments of canned green and wax beans, corn, peas, tomatoes, tomato juice, catsup, and chili sauce have been issued by the N.C.A. Division of Sta-

tistics, and detailed reports covering the January 1 stock and shipment situation have been mailed to all canners packing these products.

	Carry-over month	Total Supply		Canners' Stocks, Jan. 1		Season Shipments to Jan. 1	
		1955	1956	1955	1957	1956	1957
		(thousands of actual cases)					
Beans, green and wax...	July	28,181	28,497	15,973	15,700	12,208	12,797
Corn...	Aug.	34,530	44,390	20,501	26,670	14,029	17,720
Peas...	June	33,096	35,152	14,876	16,293	18,219	18,860
Tomatoes...	July	25,295	28,893	10,308	13,328	12,987	13,305
Tomato juice...	July	29,039	40,030	14,463	25,674	14,576	14,356
Catsup...	July	25,647	33,181	13,330	20,575	12,317	12,576
Chili sauce...	July	2,831	3,733	1,618	2,200	1,213	1,546

Saturday, February 16**10 a.m.—Annual Meeting**

Williford Room, The Conrad Hilton Hotel

Presiding: WILLIAM U. HUDSON, President, N.C.A.

Invocation:

Greetings: The Honorable RICHARD J. DALY, Mayor of Chicago

Greetings: President HUDSON

Report of the Committee on Nominations: MILTON E. BROODING, Chairman

Election of Officers

Report of the Committee on Resolutions:
LOUIS RATZESBERGER, Jr., Chairman

Address: "Golden Anniversary—Legacy and Challenge"
—J. ROGER DEAS, American Can Company

Address: "Operation America"—The Honorable HOWARD PYLE, Deputy Assistant to the President of the United States

Sunday, February 17**10 a.m.—Research and Production Session**

Williford Room, The Conrad Hilton Hotel

Presiding: WILLIAM U. HUDSON, President, N.C.A.

Meeting Chairman: JOHN T. KNOWLES, Libby, McNeill & Libby, Chicago; Chairman, Scientific Research Committee, N.C.A.

Discussion: "Problem Solving"—WALTER CAIRNS and WARREN BERG, Arthur D. Little, Inc., Cambridge, Mass.

Address: "The Impact of Automation on Industry"—Dr. W. R. G. BAKER, Vice President, General Electric Company

Address: "Food in Civil Defense"—Dr. ROY C. NEWTON, Swift & Co., Chairman, Civil Defense Foods Advisory Committee, National Research Council

Address: "Food Industry Civil Defense Schools"—HOMER J. McCONNELL, Food and Drug Administration

12 noon—Research Luncheon

Astoria Room, The Conrad Hilton Hotel

Instrumentation in Processing, jointly sponsored with C.M.&S.A.

Presiding: M. R. FEENEY, Lansing B. Warner, Inc., Chicago

Details of Program

February 16-19, 1957

Address: "Application of Instruments to Retorting"—WILLIAM J. SCARLETT, Minneapolis-Honeywell Regulator Co., Brown Instruments Division, Philadelphia

Address: "Application of Instruments to Jar and Can Cookers"—JOHN E. BARBER, Taylor Instrument Companies, Rochester, N. Y.

Monday, February 18**10 a.m.—Raw Products Session**

Williford Room, The Conrad Hilton Hotel

Presiding: WILLIAM U. HUDSON, President, N.C.A.

Meeting Chairman: P. K. SHOEMAKER, H. J. Heinz Co., Pittsburgh; Chairman, Raw Products Committee, N.C.A.

Address: "The Agricultural Revolution"—The Honorable EARL L. BUTZ, Assistant Secretary of Agriculture

Address: "Research—Our Pattern for Survival and Future Expansion"—FRED HATCH, President, National Agricultural Chemicals Association

12 noon—Raw Products Technical Luncheon

Room 1, The Conrad Hilton Hotel

Presiding: MORTON ADAMS, Chairman, Raw Products Technical Advisory Committee, N.C.A.

Reports on performance of experimental precision planters in five states: New York, HAROLD J. DeBRINE, Curtice Brothers Co., Bergen, N. Y.; Wisconsin, J. O. YOUNG, Libby, McNeill & Libby, Blue Island, Ill.; Wisconsin, J. E. O'BRIEN, Stokely-Van Camp, Inc., Columbus, Wis.; Illinois, CHARLES E. GEISE, California Packing Corp., Rochelle, Ill.; Michigan, WILLIAM E. HAYS, Gerber Products Co., Fremont, Mich.; Maryland and Virginia, F. RIDGELY TODD, John H. Dulany & Son, Inc., Fruitland, Md.

National Cannery Association 50th Annual Convention

Summary: WILLIAM E. HAYS, Chairman, Raw Products TAC on Precision Planters, N.C.A.

Equipment for 1957: C. S. MORRISON, Deere & Company, and W. A. HYLAND, John Deere-Van Brunt Co., Moline, Ill.

12 noon—Research Luncheon

Astoria Room, The Conrad Hilton Hotel

Control of Warehouse Operations, jointly sponsored with C.M.&S.A.

Presiding: M. R. FEENEY, Lansing B. Warner, Inc., Chicago

Address: "Automatic Warehousing"—F. Y. TIERNAN, H. J. Heinz Co., Pittsburgh

Presentation: "Labeling and Casing"—JOHN C. SUERTH, ROBERT KRUPP, and EDWARD BURNETT, Gerber Products Co., Fremont, Mich.

Tuesday, February 19

10 a.m.—Marketing and Sales Session

Williford Room, The Conrad Hilton Hotel

Presiding: WILLIAM U. HUDSON, President, N.C.A.

Motion Picture: "The Three Squares," co-sponsored by U. S. Department of Agriculture and National Cannery Association

Installation of 1957 N.C.A. Officers

Meeting Chairman: A. EDWARD BROWN, Vice President, N.C.A.

Address: "How Consumers React to Trading Stamps and Premiums"—WILLIAM GILLEN, Batten, Barton, Durstine & Osborn

Address: "The Food Store Spectacular"—MARIE KIEFER, Secretary-Manager, National Association of Retail Grocers

12 noon—Research Luncheon

Room 4, The Conrad Hilton Hotel

Reports on experience in color scoring of tomato juice under USDA standards for grades

Presiding: M. R. McCALLUM, Washington Research Laboratory, N.C.A.

Discussion Leaders: L. S. FENN, Agricultural Marketing Service, USDA; R. W. FOGLER, Libby, McNeill & Libby, Blue Island, Ill.; A. H. FUNKE, P. J. Ritter Co., Bridgeton, N. J.; LIONEL W. RICHARDS, Bercut-Richards Packing Co., Sacramento, Calif.

12 noon—Fishery Products Luncheon

Room 1, The Conrad Hilton Hotel

Presiding: GUY GRAHAM, Chairman, Fishery Products Committee, N.C.A.

Address: "Consumer Preferences and Usage of Canned Sea Food"—W. R. SIMMONS, President, W. R. Simmons and Associates Research, Inc.

12 noon—Food Editors Luncheon

The Towers, The Conrad Hilton Hotel

Presiding: KATHERINE R. SMITH, Director, Consumer Service Division, N.C.A.

50th Anniversary Greetings: CARLOS CAMPBELL, Executive Secretary, N.C.A.

Address: "Some Basic Concepts in Nutrition"—Dr. CONRAD A. ELVEHJEM, University of Wisconsin

Address: "What's New in Horticulture"—MORTON ADAMS, Chairman, Raw Products Technical Advisory Committee, N.C.A.

Address: "News in Product Development"—E. A. MEYER, Chairman, Consumer Service Committee, N.C.A.

Address: "The Canner's Interest in Serving the Consumer"—R. C. COSGROVE, Consumer and Trade Relations Committee, N.C.A.

Address: "How Canned Foods Are Promoted"—NELSON H. BUDD, Assistant Secretary and Director of Information, N.C.A.

Address: "Consumer Preferences for Canned Sea Food"—W. R. SIMMONS, President, W. R. Simmons and Associates Research, Inc.

Motion Picture: "The Three Squares," co-sponsored by U. S. Department of Agriculture and National Cannery Association

Presentation: A. EDWARD BROWN, Vice President, N.C.A.

Schedule of Principal Events of the 1957 Convention

TENTATIVE—SUBJECT TO REVISION AND ADDITION

WEDNESDAY, FEBRUARY 13

10 a.m.—Meeting of N.C.A. Scientific Research Committee, Room 5, Conrad Hilton

THURSDAY, FEBRUARY 14

9:30 a.m.—Meeting of N.C.A. Consumer and Trade Relations Committee, Room 8, Conrad Hilton

12:30 p.m.—Luncheon meeting of N.C.A. Consumer Service Committee, Room 9, Conrad Hilton

8 p.m.—Meeting of N.C.A. Resolutions Committee, Room 5, Conrad Hilton

FRIDAY, FEBRUARY 15

9 a.m.—Meeting of N.C.A. Labeling Committee TAC, Room 20, Conrad Hilton

9:30 a.m.—Meeting of N.C.A. Administrative Council, Room 1, Conrad Hilton

9:30 a.m.—Meeting of National Preservers Association, Cotillion Room, Hotel Morrison

10 a.m.—Meeting of N.C.A. Processing Committee on Foods in Metal Containers, Room 8, Conrad Hilton

10 a.m.—Meeting of State Secretaries, Room 10, Conrad Hilton

12 m.—Luncheon meeting of N.C.A. Board of Directors (open meeting), Beverly Room, Conrad Hilton

12 m.—Luncheon meeting of C.M.&S.A. Board of Directors (closed meeting), Ivy Room, Sheraton-Blackstone

2 p.m.—Meeting of N.C.A. Board of Directors (closed session), Bel Air Room, Conrad Hilton

5 p.m.—Presentation of Fourth Annual Service Award, The Forty Niners, Hubbard Room, Sheraton-Blackstone

6 p.m.—Reception, The Forty Niners, Crystal Ballroom, Sheraton-Blackstone

7:30 p.m.—C.M.&S.A. Past Presidents Dinner, Havana Room, Sheraton-Blackstone

SATURDAY, FEBRUARY 16

9 a.m.—Meeting of N.C.A. Nominating Committee, Astoria Room, Conrad Hilton

9:30 a.m.—Business meeting (morning session) of N.F.B.A., Grand Ballroom, Palmer House

9:30 a.m.—Meeting of National Preservers Association, Cotillion Room, Hotel Morrison

10 a.m.—N.C.A. Annual Meeting, Williford Room, Conrad Hilton

10 a.m.-6 p.m.—Canning Machinery and Supplies Exhibit, Conrad Hilton

12 m.—Luncheon meeting of N.C.A. Labeling Committee, Room 3, Conrad Hilton

1 p.m.—Canning Industry Films, Canning Industry Theater, North Machinery Hall, Conrad Hilton

2 p.m.—Business meeting (afternoon session) of N.F.B.A., Grand Ballroom, Palmer House

5:30 p.m.—Drawings for attendance awards, North Machinery Hall, Conrad Hilton

7 p.m.—Old Guard Banquet, Sheraton-Blackstone

8 p.m.—Research Smoker, N.C.A., Astoria Room, Conrad Hilton

SUNDAY, FEBRUARY 17

8 a.m.—Breakfast meeting of N.C.A. Legislative Committee, Room 19, Conrad Hilton

8 a.m.—Breakfast meeting of N.C.A. Raw Products TAC, Room 10, Conrad Hilton

10 a.m.—N.C.A. Research and Production Session, Williford Room, Conrad Hilton

10 a.m.—Annual meeting of C.M. & S.A., Beverly Room, Conrad Hilton

12 m.—N.C.A. Research Luncheon, jointly sponsored with C.M. & S.A., Astoria Room, Conrad Hilton

12 m.—Luncheon meeting of N.C.A. Claims Committee, Room 8, Conrad Hilton

12 m.—Luncheon meeting of N.C.A. Raw Products TAC on Fruit Problems and Vegetable Projects, Room 18, Conrad Hilton

12 m.-6 p.m.—Canning Machinery and Supplies Exhibit, Conrad Hilton

1 p.m.—Canning Industry Films, Canning Industry Theater, North Machinery Hall, Conrad Hilton

5:30 p.m.—Drawings for attendance awards, North Machinery Hall, Conrad Hilton

7 p.m.—N.C.A. Golden Anniversary Banquet, Grand Ballroom, Palmer House

MONDAY, FEBRUARY 18

8 a.m.—Breakfast meeting of N.C.A. Fishery Products Committee, Room 3, Conrad Hilton

8 a.m.—Breakfast meeting of N.C.A. Raw Products TAC, Room 10, Conrad Hilton

8 a.m.—Breakfast meeting of N.C.A. Statistics Committee, Room 19, Conrad Hilton

10 a.m.—N.C.A. Raw Products Session, Williford Room, Conrad Hilton

10 a.m.-6 p.m.—Canning Machinery and Supplies Exhibit, Conrad Hilton

12 m.—N.C.A. Raw Products Technical Luncheon, Room 1, Conrad Hilton

12 m.—N.C.A. Research Luncheon, jointly sponsored with C.M. & S.A., Astoria Room, Conrad Hilton

12:15 p.m.—Luncheon meeting of National Meat Canners Association, Sheraton-Blackstone

1 p.m.—Meeting of Fishery Trade Association Executives, Room 8, Conrad Hilton

1 p.m.—Canning Industry Films, Canning Industry Theater, North Machinery Hall, Conrad Hilton

3 p.m.—Fashion Show and Buffet Tea for Ladies, Marshall Field (tickets available at C.M.&S.A. Registration Booth)

5:30 p.m.—Drawings for attendance awards, North Machinery Hall, Conrad Hilton

7 p.m.—Young Guard Banquet, Terrace Room, Hotel Morrison

7 p.m.—Meeting of National Fish Week Committee, Room 8, Conrad Hilton

TUESDAY, FEBRUARY 19

8 a.m.—Breakfast meeting of N.C.A. Raw Products Committee and TAC, Room 3, Conrad Hilton

8 a.m.—Breakfast meeting of N.C.A. Procurement Committee, Room 19, Conrad Hilton

8 a.m.—Breakfast meeting of Processed Apples Institute, Room 8, Conrad Hilton

10 a.m.—N.C.A. Marketing and Sales Session, Williford Room, Conrad Hilton

10 a.m.-6 p.m.—Canning Machinery and Supplies Exhibit, Conrad Hilton

12 m.—N.C.A. Food Editors Luncheon, the Towers, Conrad Hilton

12 m.—N.C.A. Fishery Products Luncheon, Room 1, Conrad Hilton

12 m.—N.C.A. Research Luncheon, Room 4, Conrad Hilton

1 p.m.—Canning Industry Films, Canning Industry Theater, North Machinery Hall, Conrad Hilton

5:30 p.m.—Drawings for attendance awards, North Machinery Hall, Conrad Hilton

7:30 p.m.—C.M. & S.A. 50th Anniversary Dinner Dance, Terrace Room, Hotel Morrison

Fruit Research Advisory Group Urges Expanded Research

A balanced and expanded program of research on fruits and nuts was called for by the USDA Deciduous Fruit and Tree Nuts Research and Marketing Advisory Committee at its annual meeting in Washington, D. C., January 22-25.

In asking for a broad and comprehensive research program, the committee underlined need for expanding basic studies of fruits and nuts. At the same time it emphasized need for studies on how to produce, process and distribute better products more efficiently so as to create greater demand by consumers.

In production research, the group urged expanded engineering research to help farmers improve harvesting and handling of fruits and nuts, with stress on the use of bulk handling methods, mechanization, field packing of small fruits and transportation of certain fruits in water.

They also called for accelerated basic research on enzyme action and other changes in fruits and tree nuts to aid in controlling quality of processed products.

In marketing research, the committee gave priority to basic research to determine the nature of changes in deciduous fruits after harvest that affect fruit quality.

The committee considered proposals for research in four categories. Among lines of work given priority in each of these categories were the following:

Production research: Increase work on the effects of pesticide residues on fruits, nuts, and soils. Expand studies of nematodes as a limiting factor in fruit production, with emphasis on improvement of control methods. Widen research on biological control of fruit insects in vineyards, orchards, and plantings of small fruits.

Utilization and consumer-use research: Increase studies on the constituents of fruits and nuts, using new techniques to appraise flavor, color and texture of raw and processed products. Broaden studies on how time and temperature affect processed fruit and tree nut products. Expand work on darkening and rancidity of tree nuts, to increase the shelf life of these nuts in shelled form.

Marketing research: Increase research on the effects of retail merchandising practices on sales of fresh and processed fruits and nuts. Expand studies to improve protection of fruits from heat and cold during trans-

port by truck and rail. Expand research on control of insects that infest dried fruits and nuts.

USDA marketing services: Initiate a national program of estimating annually the number of bearing trees or bearing acreages of important fruit and nut crops by States and major varieties. Expand work on planning wholesale food marketing facilities in specific localities in order to meet more readily the current demands for this type of work. Expand market news reports to include information on truck receipts for more cities.

The committee, established under the Research and Marketing Act of 1946, is submitting a detailed report of its recommendations to the Department. Copies of this report will be available from the committee's executive secretary, Dr. Roy Magruder, Office of the Administrator, Agricultural Research Service, USDA, Washington 25, D. C.

Committee members in attendance included J. Harold Clarke, commercial nursery owner, Long Beach, Wash., committee chairman; J. Willis Beidler, chief chemist, The C. H. Musselman Company, Biglerville, Pa.; Robert L. Berner, Robert L. Berner Company, Chicago, Ill.; Delbert V. Birdseye, president, California Almond Growers Exchange, Chico, Calif.; George H. Chick, chief, division of markets, State of Maine Department of Agriculture, Augusta, Maine; A. W. Christie, field manager, Diamond Walnut Growers, Inc., Stockton, Calif.; G. C. Crossland, general manager, Cashmere Fruit Growers Union, Inc., Cashmere, Wash.; Ralph E. Dugdale, Dugdale Nut Processing Company, Cornelius, Ore.; Curt E. Eckert, Eckert Orchard Association, Belleville, Ill.; Stanley M. Fulton, fruit grower, Hancock, Md.; Grant Merrill, Grant Merrill Orchards, Red Bluff, Calif.; Alfred G. Smith, peach grower and shipper, Lexington, S. C.; Max R. Smith, Millburg Growers Exchange, Benton Harbor, Mich.; O. W. Thompson, manager, Gold Kist Pecan Growers, Waycross, Ga.; A. E. Thrope, secretary, Dried Fruit Association of California, San Francisco.

The American Weekly

Food editor Amy Alden's "Household Almanac" is a regular foods feature in *The American Weekly* magazine. The almanac article in the January 27 issue is "Supper from the Pantry Shelf."

"Serve with pride a meal of Chilled Tossed Vegetables, a creamy Salmon

Swirl Casserole, and lush Pumpkin-Coffee Chiffon Tarts," says the caption with the attractive black and white photograph that illustrates the article and recipes.

In addition, Miss Alden gives a main dish recipe, "Luncheon Meat Dinner with Spiced Applesauce," and "Cherry-Almond Pie" as another dessert. She says that a relish dish of cranberry sauce cubes, canned apricots, and pickles might be served instead of the "Chilled Tossed Vegetables."

The all-from-the-shelf recipes use the following canned foods: red tart pitted cherries, pumpkin, cream of celery soup, salmon, peas, carrots, luncheon meat, apple sauce, sweet potatoes, green beans, and water chestnuts.

The American Weekly is distributed with 32 Sunday metropolitan newspapers throughout the country and represents a readership of more than 10 million families.

Good Housekeeping

"A bowl of piping hot chili con carne (homemade or right from the can—with or without beans) is wonderfully good served with crisp crackers and pickles," says the article entitled "Chili for Chilly Weather" in the February *Good Housekeeping* magazine.

Each of the four recipes given in the article uses canned chili con carne. In addition, one recipe uses ripe olives and another uses canned potato sticks. A suggested menu includes canned peach halves. Ten ways to vary serving chili con carne are also given.

Canco Corn Program Will Be Repeated on TV News

On the NBC television network February 4, American Can Company will have an additional program as part of its bi-weekly sponsorship of the NBC-TV news. This will furnish a repeat of their TV message of January 28 on canned corn.

The National Broadcasting Company is providing this courtesy to Canco, because of mechanical difficulties which developed on the opening night of Canco's sponsorship. Thus Canco will have a once a week showing for the first three weeks and a bi-weekly showing thereafter.

The list of stations on this network program was published in the January 26 issue of the *INFORMATION LETTER*.

Government and Industry Continue Corn Promotions

The Food Trade Branch of the Agricultural Marketing Service of the USDA reports that a special luncheon sponsored by the Chicago Food Brokers Association, January 16, was devoted to promotion of canned corn. Among the 83 in attendance were wholesale and retail canned food buyers, Chicago food editors, and radio and TV representatives along with field representatives of the USDA Plentiful Foods program.

The luncheon featured four corn recipes which had been selected by the food editors for the *Chicago American* (corn soup); the *Chicago Sun Times* (corn relish) *Chicago Tribune* (corn custard); *Chicago Daily News* (corn muffins). These recipes have all been featured during the past week in Chicago papers. Following the luncheon, pledges of cooperation in the campaign were forthcoming from the wholesale and retail canned foods buyers and media people.

Some of the statements made at the meeting were reported as follows:

Corn was never so cheap and never so full of flavor . . . the present 50 percent increase in the number of cases of canned corn should not be termed a "problem" if handled properly . . . if every person in the United States will purchase just one can of sweet corn . . . whole kernel or cream style . . . the 8,000,000 cases of canned sweet corn will not meet the demand. Corn is a natural purchase item for the American homemaker . . . it is up to us to refresh her memory as to its availability . . . because of the price this year corn is a natural for being a "feature" item . . . Canned sweet corn is an excellent traffic item in the stores . . . The current pack of canned sweet corn is like manna from the heavens . . . the price is right to make the consumer purchase . . . and the flavor and quality are so excellent that the consumers will return to the stores to make additional purchases.

AMS also has reported to N.C.A. a considerable list of individual promotions by various sources across the country, not previously reported in the INFORMATION LETTER. These are as follows:

A page in the *Price Book and Order Form* of Francis H. Leggett & Company, which goes to 5,000 retailers; a page, "Take Home a Case of Corn," as an insert in each of the December and January issues of *The Bell Ringer*, which gives advance lists of monthly sales titles; a 3-column feature in the

Los Angeles edition of *Food Mart News*, circulation of which was 10,912 grocers, manufacturers and buyers; an illustrated feature on "Case O'Corn Week" in the January issue of *Continental Can Company's Merchandiser Digest*;

A flyer entitled "King Corn" distributed by Libby, McNeill & Libby to 700 of their salesmen; a 2-column feature in the December 12 issue of *Butcher's Advocate*; full page bulletin from the Consumer Marketing Information Service of the University of California; special canned corn bulletin of January 18 issued by the Food Marketing Information Service of New York State's Cooperative Extension Service; canned corn mention in the December issue of *Inplant Food Management*;

Reprint of the USDA January Plentiful Food feature on canned corn distributed to the J. J. Newberry Co. chain of stores; full page feature in the January 10 issue of the *Baltimore Evening Sun*; full page feature in the January 4 issue of the *Detroit Free Press*; canned corn mention in the January issue of *Oregon Food & Beverage*, official publication of the stewards and caterers of Oregon;

Canned corn mention in the Food Buyers Memo department of the December issue of *Dinner Drive-In*; No-

vember 30 bulletin by the National Food Brokers Association to its membership; and two-column feature in the January 11 issue of the *Atlanta Constitution*.

Fred M. Moss, manager of the Idaho Canning Company, and a member of the N.C.A. Consumer and Trade Relations Committee, reports on publicity he has issued to all markets in southern Idaho and eastern Oregon, as well as to West Coast brokers, dealing with the current canned corn promotion. In a basic publicity information circular it was pointed out that the USDA, N.C.A., Can Manufacturers Institute, and several of the distributors organizations are sponsoring programs in support of canned corn, and certain details of the various campaigns are enumerated. Announcement is made of the various Governors' proclamations of "Case O' Corn Week."

The circular closes with the appeal, "Your help in supporting this national program, by advertising, featuring, displaying and promoting the sale of canned corn, will work for the benefit of everyone in the food industry, insuring protection for our farmers' production of this important crop of corn grown and canned in Idaho."

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